

WASATCH COUNTY TOURISM PROFILE

County Indicator	2006	2007	2008	% Change 2007-2008	State Ranking
DEMOGRAPHIC					
Population	21,053	21,951	22,845	4.1%	13
Total Non-Ag Employment	6,485	7,114	6,566	-7.7%	16
Non-Ag Avg Monthly Wage	\$2,316	\$2,471	2,548	3.1%	17
Per Capita Income	\$24,821	\$26,432	26,730	1.1%	12
Unemployment Rate*	3.1%	2.7%	3.6%	33.3%	17
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)**	\$59.9	\$74.2	\$73.9	-0.4%	13
Travel & Tourism Related Employment**	951	973	990	1.7%	12
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending**	\$1,930.7	\$7,080.1	\$7,055.8	-0.3%	13
Transient Room Tax	\$354.5	\$558.0	\$1,023.1	83.4%	8
Restaurant Tax	\$234.7	\$272.2	\$316.0	16.1%	13
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$274.3	\$318.4	\$304.9	-4.2%	15
REGIONAL VISITATION COUNTS					
Skier Days at Utah Resorts	4,062,188	4,082,094	4,249,190	4.1%	
Wasatch Mountain S.P.	412,283	246,226	312,173	26.8%	
Deer Creek S.P.	355,003	326,038	260,299	-20.2%	
Utah Lake S.P.	265,271	270,836	284,740	5.1%	
Jordanelle S.P. (2 Locations)	198,592	310,348	296,781	-4.4%	
Timpanogos Cave N.M.	106,870	114,737	123,681	7.8%	
Rockport S.P.	117,683	127,832	135,937	6.3%	
Starvation S.P.	54,398	61,351	56,294	-8.2%	

* Several Counties have identical Unemployment Rates

** GOPB methodology change for 2007 - 2008 calculations

r=revised

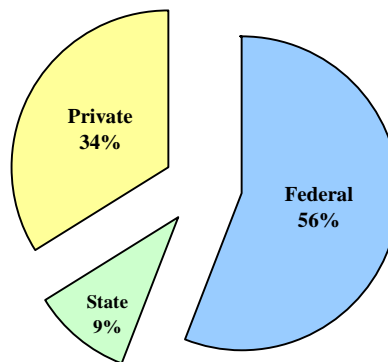
Land Ownership - 2008		
	No. of Acres	% Total
Total Acres in County	750,565	100.0%
Federal Government	419,798	55.9%
BLM	3,283	0.4%
US Forest Service	416,515	55.5%
National Park Service	--	--
National Wildlife Service	--	--
Other •	--	--
State Government	77,023	10.3%
Utah State Parks & Recreation	22,883	3.0%
Utah State Wildlife Reserves	37,143	4.9%
State Trust Lands	16,997	2.3%
Other ••	--	--
American Indian	2,723	0.4%
Private*	254,064	33.8%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2008



Wasatch County Tourism Profile

